

Engaging Your Legislators

Ohio - AmeriCorps VISTA Supervisor Conference



- Use the chat feature on the right side of the screen to ask questions.
- If we are unable to get to your question, it will be posted with the answer in the forum section on the conference web-page.
- PowerPoint will be available on the session page 24 hours after the session is complete.

House Keeping

Ohio - AmeriCorps VISTA Supervisor Conference

Prohibited Activities

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★



List of Participants

Full Screen Mode

Ask Questions

Participants Chat Notes

Participants

tara (m)

Tyra Martin (host)

Rate Hand Audio

Chat

Send to: Tyra Ma... (Host & Presenter)

Select a participant in the Send to menu that, type chat message, and send...

Send

Nora Nees



Joree Jacobs



Jaime Renner



Presenters and Moderators



Engaging Your Legislator

- Legislative action can be most effective
- Sometimes it's the only effective action
- Helps you to define your issue
- Creates positive publicity
- Gains you powerful allies



Why Engage Your Legislator

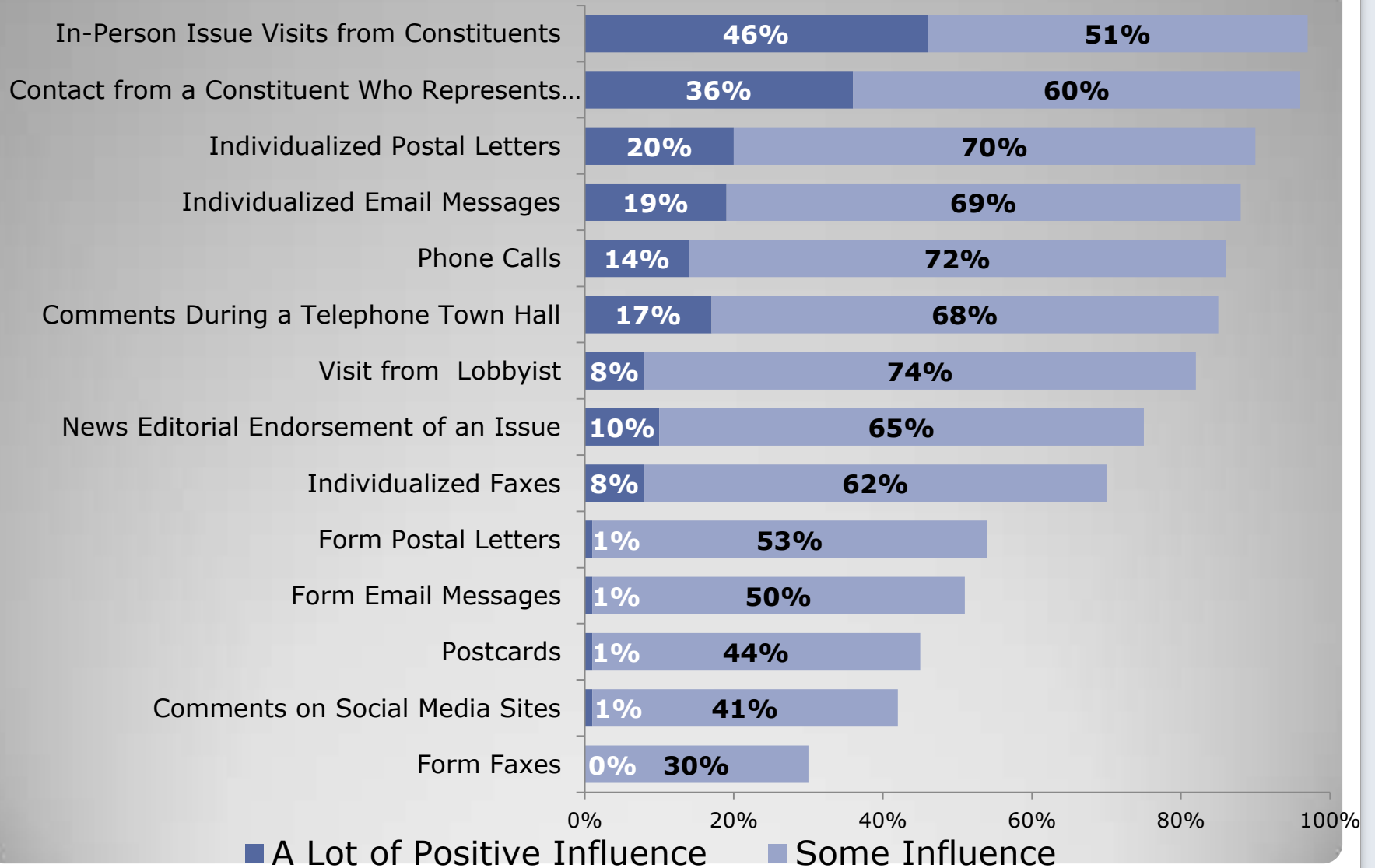
You have:

- Presence and contacts in community
- Knowledge of local power players, good speakers, who needs to be in the room
- Legitimacy to efforts, introduction of federal issues to local community
- Broad-based advocacy platform; more than national service
- Local relationships with local commissioners, mayors, district staff, media



Dr. Gregory Hawker addresses attendees at Gallia, Jackson, Vinton, and Lawrence Counties Hunger Summit.

You're powerful



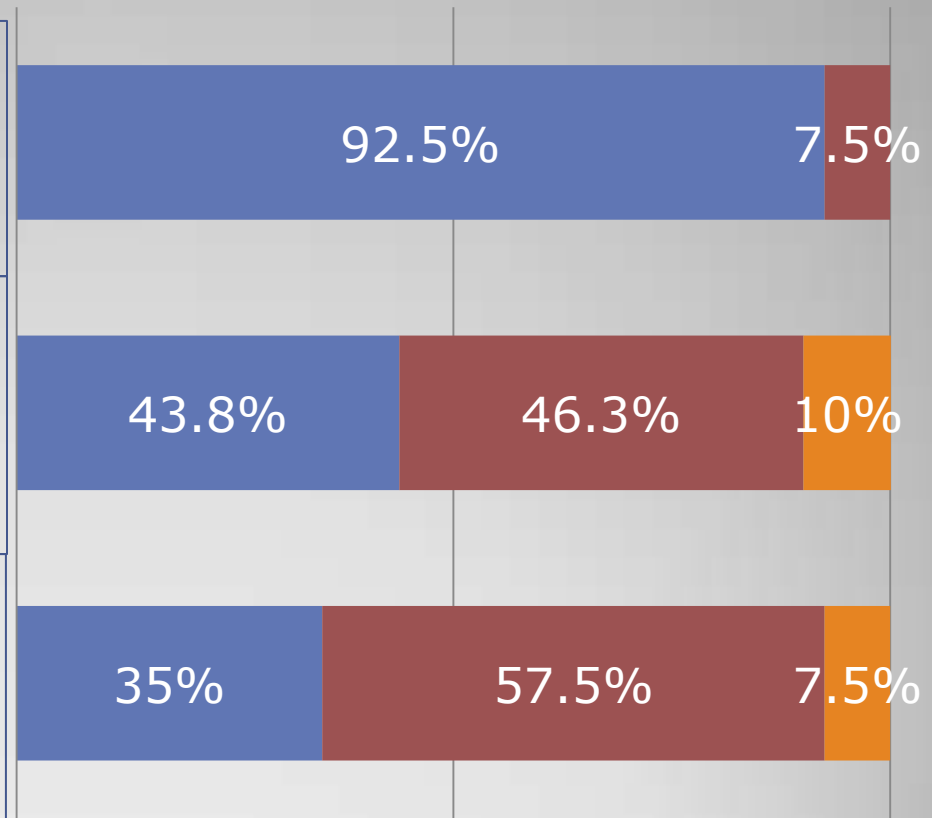
How Likely is a House Scheduler to Schedule a Meeting if the Request is From:

District based individual / constituent representing a group with members / supporters / employees in our district

District based individual/constituent representing a group with members/ supporters/employees in our state (but not our district)

DC-based individual from association, nonprofit, or corporation representing a group with members/supporters/employees in our district

■ Very Likely ■ Somewhat Likely ■ Not Likely at All



From 2013 CMF Survey of House Schedulers

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- Most legislators are generalists
- You work directly with constituents and know the impacts of policy on constituents
- You see changes and trends in communities first

You're the expert

"Here's a little note from somebody in my district. She says--she signed this plate at the foodbank, the local foodbank. She said: Without help from the foodbank, I would be on the streets. I struggle every day to make ends meet so my kids have a place to lay their heads at night. I have a job, but with two kids, it's still very hard. I have a lot of trouble paying rent and bills. I just wish there were more help to parents like myself."



Engage Legislators Before You Need Them

- Find out history, areas of interest, past involvement
- Tell legislators what you're doing for their community
- Know the issues
- Share your knowledge
- Say "thank you"
- Ask for what you want
- It's all about the personal touch
- Call and find out who your primary contact for your issue will be. Staff are very important.
- You don't have to do it by yourself

Know Your Legislator

- Constituent conference call
- Site visit
- District office visit
- DC visit
- Call-in days
- Petitions
- Letters of support
- Resolutions, proclamations
- Media

State budget cuts seen as threat to social services

Officials paint a grim picture of poverty and hunger

By Jonathan Moore
Staff Writer

SPRINGFIELD — Community organizers representing local nonprofits and county food banks gathered Friday at the Dan and Sharon Postlewait at 701 E. Columbia Ave. to discuss the impact of the state budget cuts on social services, and how impending state budget cuts will affect them.

"I hope you didn't come here to hear a lot of good news," said Tom Hines, director of child and senior nutrition for the Ohio Association of Second Harvest Foodbanks, in a crowd of about 50 people.

Hines — with other representatives of Second Harvest, the Ohio Department of Job and Family Services and Advocates for Children's Rights — gave a grim picture of poverty and hunger in Ohio.

The network of food banks in Ohio, which includes 100 food banks, reported that the number of people in need of food increased from 1.1 million in 2008 to 1.7 million in 2010, said Keith Williamson, executive director of the Ohio Department of Job and Family Services.

"That we still didn't make the mark," he said. "Despite the fact that the state budget deficit would force Ohio lawmakers to make cuts, and that we're not sure what the impact will be on social services that could be detrimental to communication across the state."

After speaking with the audience about hunger and poverty in Ohio, the panel opened the floor to the audience to speak about their thoughts on the issue to Clark County.

Representatives from Bowling Green Community Center, Westwood Senior Center, and other local food banks called about underlying issues that impact hunger and poverty, such as cuts in the prison system, single mothers and teen pregnancies.

County Commissioners Rick Lohman and John Daniels were among the crowd.

Lohman gave the opening



her's niece, director of child and senior nutrition for the Ohio Association of Second Harvest Foodbanks, made families' stories that the Paper Plate Project. Food banks from across the state have joined in the campaign, where clients decorate paper plates and write about how the experience has affected them and their families, and what Ohio food banks have done for them. The plates will be sent to the Ohio Department to give them a voice, and to be used in the state.

During the state budget cuts, he said, he attended a meeting with Clark County school representatives, and another with the Ohio Housing Board before meeting to the food bank.

"They're talking about the state budget and the budget," Lohman said. "What you're seeing is the big picture. We all need to be together."

Jonathan Moore can be reached at 513-243-2432.

Powerful Tools

Dear [State or Federal Elected Official]:

We know that securing Ohio and our nation's future will take the hard work and commitment of many partners. We are fully committed to improving outcomes for our community and know that you are too.

The [_____] program is making a big difference for the community we serve. We would be honored to host a visit by [Senator or Representative _____] to visit [program site] and see it in action. Based on the [Senator or Representative _____]'s travel schedule, we can work with your office to determine a date and time for the visit.

[Add brief paragraph summarizing the work the AmeriCorps member is engaged in and how this builds the capacity of your organization and community.] I've enclosed more information on this and other programs and look forward to discussing them with you.

[Add brief paragraph that provides background information on your organization]

A member of our staff will follow up with your offices. Please don't hesitate to contact [yourself or staff contact, phone number & email if not included below] at your earliest convenience with any questions or suggestions.

We look forward to demonstrating the benefits of this program in person, sharing our interests and beginning a conversation that leads to development of effective and efficient strategies, insight on our individual roles and a focus on critical issues.

Sincerely,

Enclosure [include scheduling request]

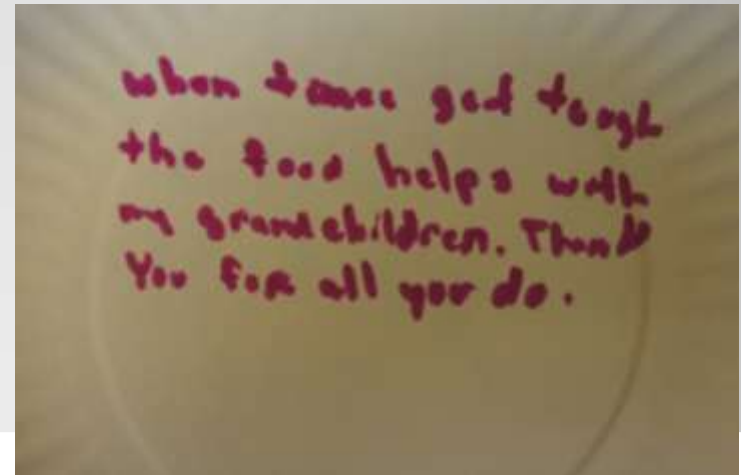
Analysis of Model Invitation Letter

- Basic tour
- Community Meeting
- Activity Based
- Client and Program Interaction



Ideas for successful site visits

- Timely
- Reinforce key points and ask
- Include media hits and contact information of those present
- Invite out to specific event, standing invitation to visit
- “Thank yous” are good news;
be the bearer



Follow up



**How do you know which
snowflake breaks the branch?**

- 1) Persuasive data about the issue/need
- 2) Compelling stories about the issue/need
- 3) Secondary negative impacts of the issue/need, if applicable
- 4) Clear information about the proposed intervention(s)– your “ask”
- 5) Tools for your legislative champions
- 6) Outcomes and other data demonstrating the past success of the intervention(s)
- 7) Success stories that demonstrate the plausibility of the intervention(s)
- 8) Secondary positive outcomes of proposed intervention(s), if applicable

Tools/materials for engagement

- **The issue:** widening income disparity between elves in the North Pole has led to increased candy insecurity, especially among households with elfin children
- **The proposed intervention/ask:** universal free school candy
- **The legislative target:** Representative Grinch, North Pole 3rd District

Our "Case Study"



Data is the simplest place to start when engaging legislators, and it's easy to make visual and digestible

- Data should come from reputable, non-partisan sources whenever possible
- Data should be localized whenever possible
- Data can tell a story through comparison (historical, geographical, etc.)

Persuasive Data



#ThisIsSNAP

FEEDING
AMERICA

Could this buy your next meal?



A senior receiving SNAP benefits,
this is the average amount they receive per meal.

If it were your grandmother,
would \$1.36 be enough?

FEEDING
AMERICA

Fifty-seven percent of the people we serve
have had to choose between food and utilities.

57%



Forty-three percent have had to
choose between food and shelter.

43%



www.thisisfoodbank.org

Feeding
America
distributes



3.2
billion
meals

SNAP
Cuts
Nov. 1



1.9
billion
meals

ONE IN 24

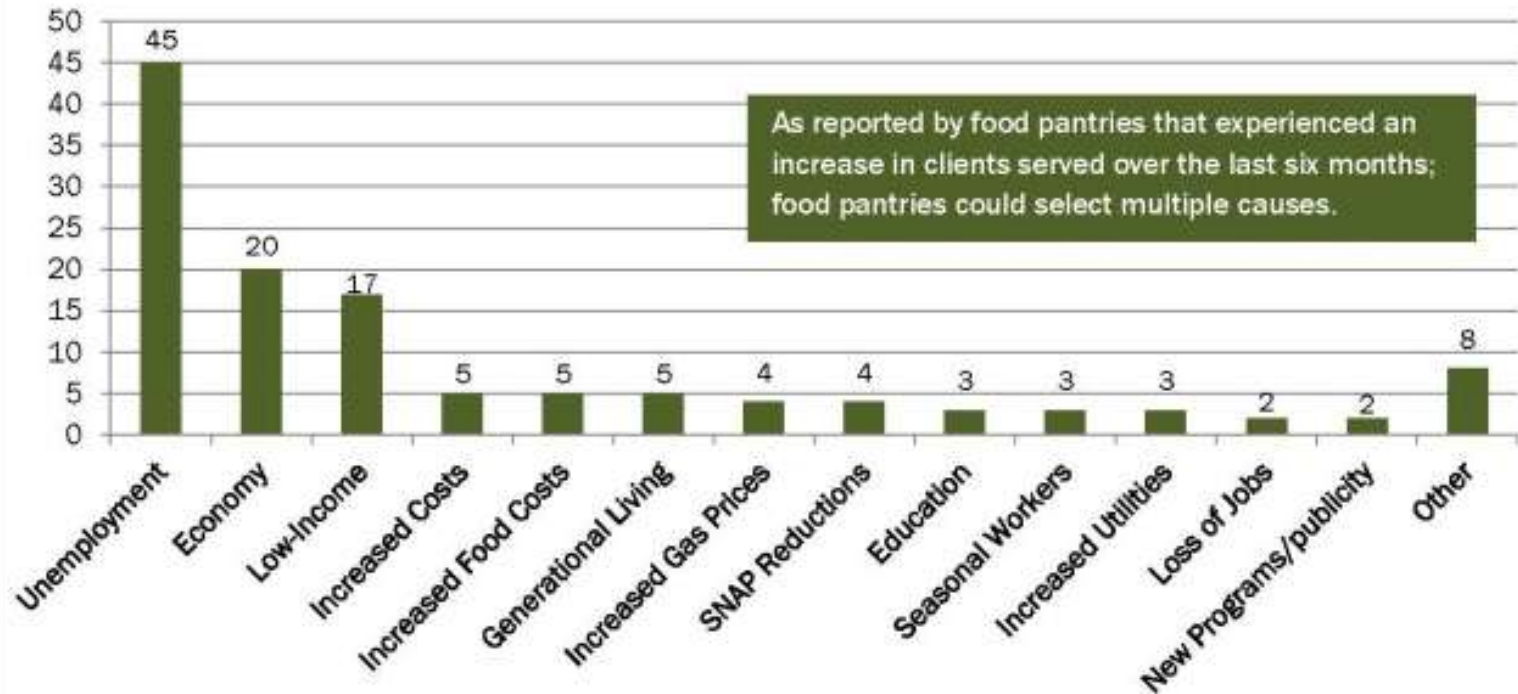
bread for the world



One in 24 bags of food assistance comes from a charitable
organization. Federal nutrition programs provide the rest.

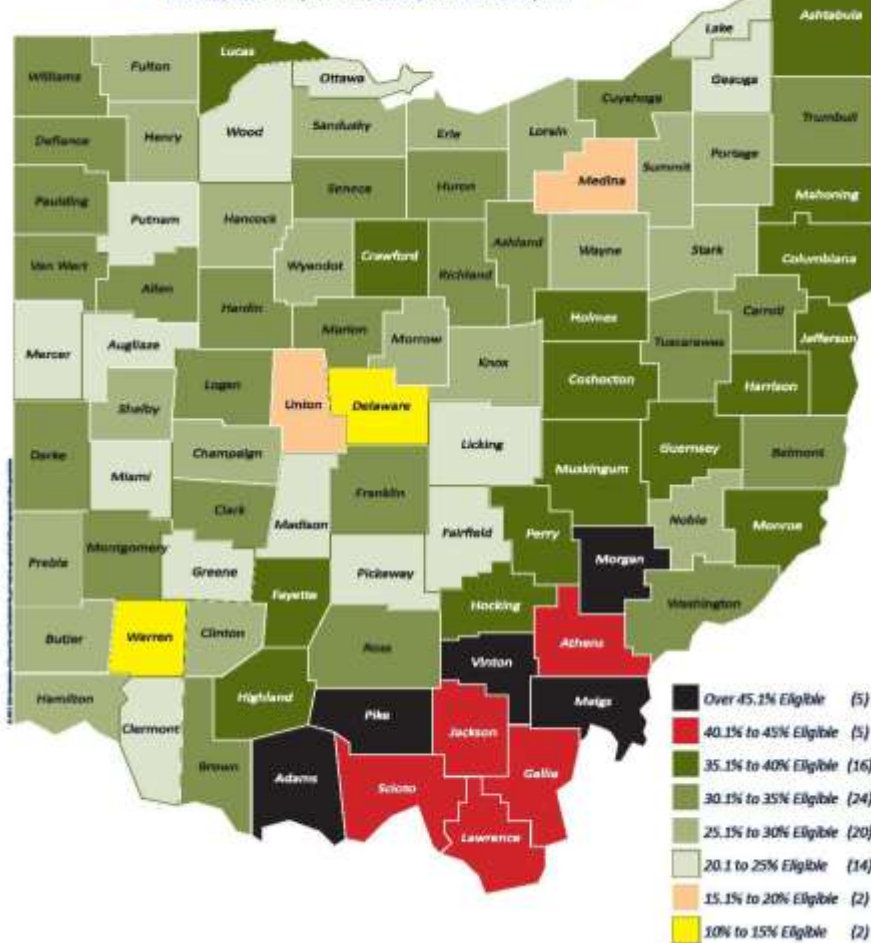
Persuasive Data

Causes for Increase in Clients Served



Persuasive Data

Population by County
at or below 200% Federal Poverty Level 2011
 March 28, 2011 Poverty data from Ohio Department of Development



Population by County
at or below 200% Federal Poverty Level 2012
 August 31, 2012 Source: U.S. Census, 2006-2010 American Community Survey



Persuasive Data

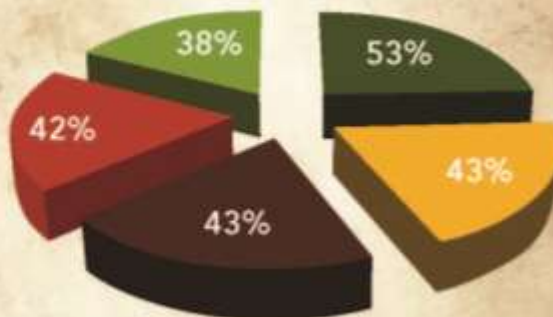
Hunger in Ohio

Ohio's emergency food assistance network, led by the Ohio Association of Foodbanks, includes 12 Feeding America foodbanks and more than 3,300 member agencies working to reduce the impact of hunger on Ohio families. During state fiscal year 2012, 2.9 million visits to food pantries were made by children and more than 1.2 million visits to food pantries were made by those older than 60 years of age. Additionally:

- 84 % of client households with a child under the age of 18 experienced some form of food insecurity, and
- 39 % of client households with a child under the age of 18 experienced very low food security.³

Hard choices between food and other needs

- Food vs. Utilities
- Food vs. Rent/Mortgage
- Food vs. Gas
- Food vs. Medicine/Medical Care
- Food vs. Transportation



5 facts about Hunger in Ohio

Hunger among Ohioans is increasing and will dramatically affect health care costs, educational achievement, future worker productivity, and our ability to compete in the global economy. The facts:

1. Ohio ranks 11th nationally for high food insecurity; 15.5% of Ohioans were food insecure in 2011.¹ **11th**

25.9% → 2. More than 1 in 4 of Ohio children struggle with food insecurity.²

3. Ohio's hunger bill was **\$6.97** BILLION in 2010.³

Just 1 4. Even one experience with hunger has a negative impact on the health of children 10 and 15 years later.⁴



5. Economic Influences on Hunger
Economic conditions are still significantly worse than prior to the recession.

	2007	2008	2009	2010	2011
Hunger Factors Index	8.95	9.95	13.04	12.65	12.72
Median Income*	\$48,385	\$47,428	\$45,395	\$46,275	\$45,749
% Poverty	13.1%	13.4%	15.2%	15.8%	16.4%
% Unemployment	5.6%	6.5%	10.1%	10.0%	8.6%

* Median Income is adjusted for inflation, Driscoll & Fleeter, 2012.

¹ USDA Economic Research Service Household Food Security in the U.S. in 2011 report.

² Feeding America Map the Meal Gap: Child Food Insecurity 2012.

³ Hunger in America: Suffering We All Pay For report, October 2011.

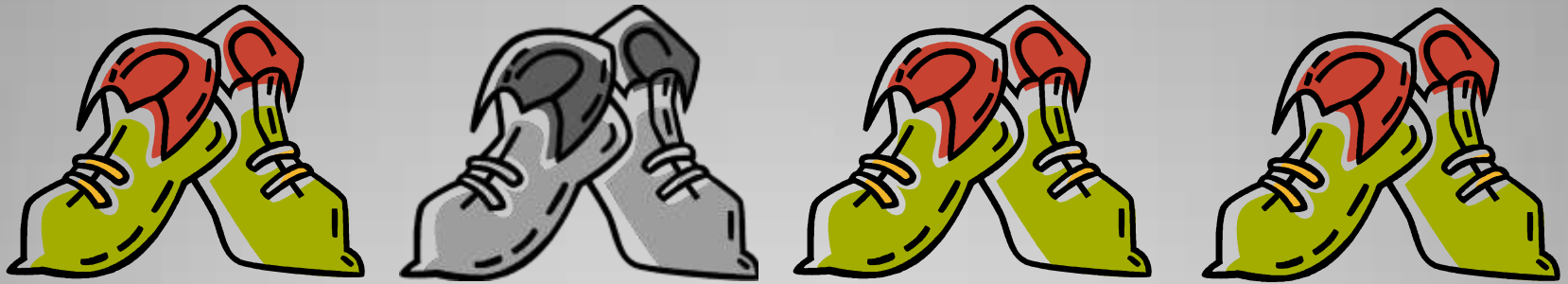
⁴ Archives of Pediatric Medicine.

Persuasive Data

For more information,
visit www.OhioFoodbanks.org.



Start with the basics. Be direct.



One in four elfin children don't always know where their next serving of candy will come from



Localize the data to Rep. Grinch

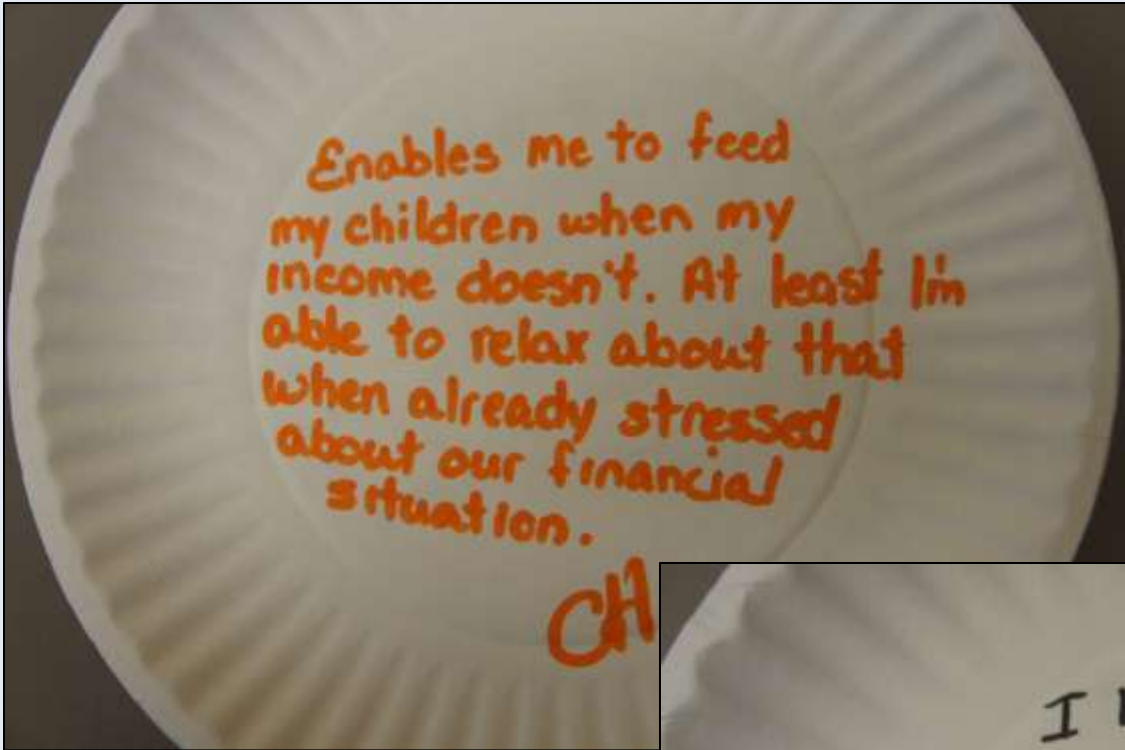
Last year, 34% of the elves served by candy banks in North Pole District 3 were children

Persuasive Data: Case Study

Data is always more compelling when paired with stories to put a “face” to the bigger picture and personalize the issue

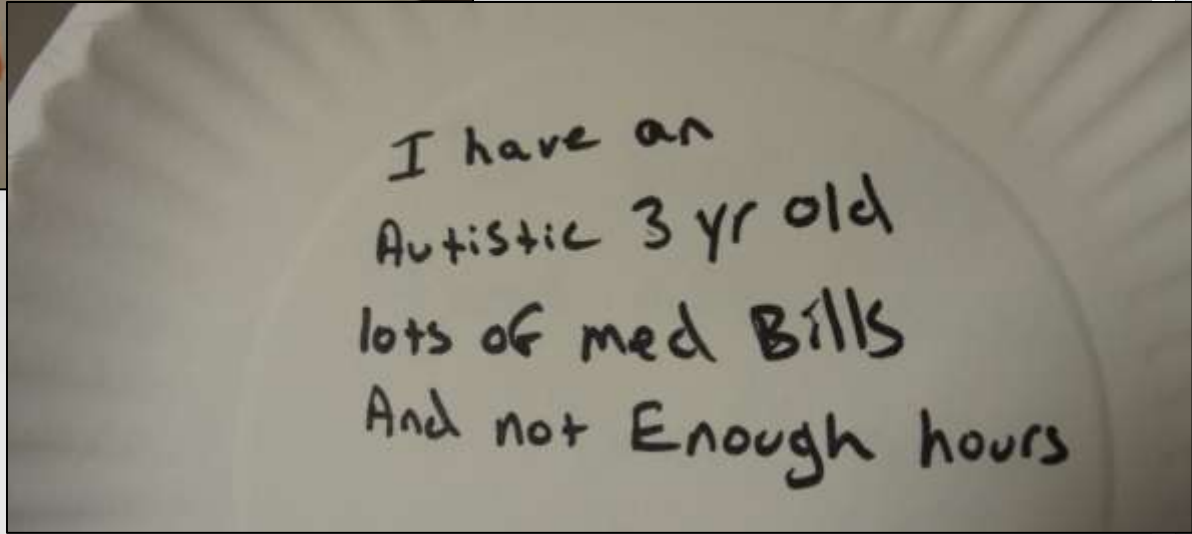
- Stories can be from both “recipients” and “stakeholders”
- Stories = quotes, photos, profiles, anecdotes, testimony
- Rules of thumb: stories have a three-year shelf-life; don’t misrepresent or use the story in a way the teller didn’t permit

Compelling Stories



Enables me to feed
my children when my
income doesn't. At least I'm
able to relax about that
when already stressed
about our financial
situation.

CH



I have an
Autistic 3 yr old
lots of med Bills
And not Enough hours

Compelling Stories

"We keep hearing the economy is better but the unemployment figures do not reflect the people who are actually unemployed, because a ton of people have run out of unemployment so there's nothing there. I ran into a lady a few months ago; she and her husband lost their jobs and they went through everything, and it was either the husband buying medicine for himself or food for his family. He was on insulin and was diabetic and ended up having a heart attack and not getting medicine. He died and now it's just the woman and her 12-year-old child. That story is becoming too common around here."

Greg Grindley, Lifepoint Church of Atwater, Portage County

"I serve 1,400 families a month and my USDA allotment for cereal was five cases, and it wasn't anywhere near where my need is. I get 400 cans of corn to feed 1,400 families. It doesn't even come close."

Jeff McAtee, Agape Distribution, Shelby County

"I had one little boy last year look at me after I handed him a 5 lb. bag of apples when he came with his mom. You would have thought I'd given that child a million bucks—the grin on his face was unbelievable."

Rose Jaeckin, Huron County

Compelling Stories



Evelyn

Evelyn and her 16-year-old great grandson, who she is raising, live in a one bedroom senior apartment.

"I volunteered with our church. I never thought about getting the food myself, but then I started to. I don't eat that much, but at that time when I know I can't buy a pound of hamburger, that's when the foodbank really helps."



Beulah

Beulah has raised her two grandchildren since her daughter, their mother, died when they were young.

"There are people like us, who are retired, and with the price of everything going up... do we take our medications to stay healthy, or do we eat?"



"Eve"

"Eve" (pseudonym) is a German immigrant who taught college art history courses until she was 70, but can't buy enough food on her own now that she's retired.

"I only came [to the soup kitchen] after my minister said, 'Why don't you go there? You have so little money.'"

Compelling Stories

A woman with dark hair pulled back by a red headband, wearing a purple top, stands in front of a brick wall. She has a somber expression. The background is a red brick wall with a dark door frame visible on the right.

“ I try not to come [to the food pantry] unless I really really have to... I mean, I’m not ashamed, but I just know there’s somebody out there... somebody’s going to need it more than me. I don’t come often. This is hurting my pride, but I know we need it, so I had to do something. ”

To read more stories, go to
www.ohiofoodbanks.org/hungertalks

Bridget

About **85 percent** of food insecure households with children have at least one working adult.¹

Seventy-five percent of the households that receive emergency food in Ohio have incomes below the federal poverty level.²

¹ U.S. Dept. of Agriculture Economic Research Service (national data)

² MATHEMATICA, *Hunger in Ohio 2010*

“It’s just working and trying to make ends meet... it’s hard, it’s very hard.”

Hard work and sacrifice are familiar to Bridget and her husband. Early in their marriage, she cared for their infant son while he served as a Marine in Desert Storm. Both have always worked hard to support their family. In 2008, a botched gall bladder surgery landed Bridget in the hospital and kept her from working for a year. Now, she works at a fast food restaurant and is trying to help her children through college.

“So ever since then, it’s been going downhill. You get ahead, and then you get a setback. They cut my food stamps. They said I make too much money working. My husband is disabled. He’s got 15 different medications, and he just had surgery. I’m full-time [at work], but if we’re not busy they send us home.”

“If I could do it over again, I would have went to college. I can still go back now, because I want to have my own daycare. I teach Sunday School class, I love it. But I’m trying to get them [her kids] through college first. All three of them want to be teachers. I’m very proud, I’d bend over backwards for them. It’s hard, but I’ll go without so they can have. That’s the kind of parent I am.”

“We’re making it, but by the grace of God, that’s all I can say.”

Suggestions for story collecting:

- Be sensitive; don't put words in their mouths; don't ask for too much all at once
- Always get a signed photo and/or story release (samples available), and make your intentions for the story clear
- If you're worried about the interaction between storyteller and interviewer, remove the interviewer completely: let storytellers write or record their story on their own

Compelling Stories

If Rep. Grinch isn't able/willing to see the "story" in person in his district, bring stories to him!



Encouraging a visit to a service provider in the legislator's district is always recommended, but if you can't get them to take that step, brainstorm about how you can take the story "on the road" – stories can be packaged in many ways

Compelling Stories: Case Study

One issue/need usually leads to related impacts. You may be focused on the basic “moral” need for your proposed intervention, but what other impacts is this issue/need having on constituents?

- What appeals to your specific audience? Do your research!
- Find common ground
- Use these related arguments to set your “ask” apart from the others

Secondary Impacts

The *Cost* of Hunger

Nutritional habits start early

Children develop nutritional habits early, so it is important to ensure that children have access to fresh fruits, vegetables and whole grains. However, these foods are often more expensive to purchase than foods high in added sugars and saturated fats.

According to the Archives of Pediatric Medicine, even one experience with hunger has a negative impact on the health of children 10 and 15 years later.⁴

Food insecurity among children may result in:⁵

- More frequent nurses visits at school
- Higher rates of depression and anxiety
- Higher rates of diabetes and other chronic conditions
- Higher rates of internalized behavior problems
- Increased likelihood of needing to repeat a grade at school
- Lower math scores
- More likely to be at developmental risk
- More likely to have colds as preschool children
- More likely to have iron deficiency anemia as infants or toddlers

Children have an increased need for:

- Calcium for growing bones
- Vitamin C for a strong immune system
- Vitamin E for healthy growth
- Iron for growth, a healthy immune system and energy

Proper intake of vitamins and nutrients directly affects how well and how much children can learn.

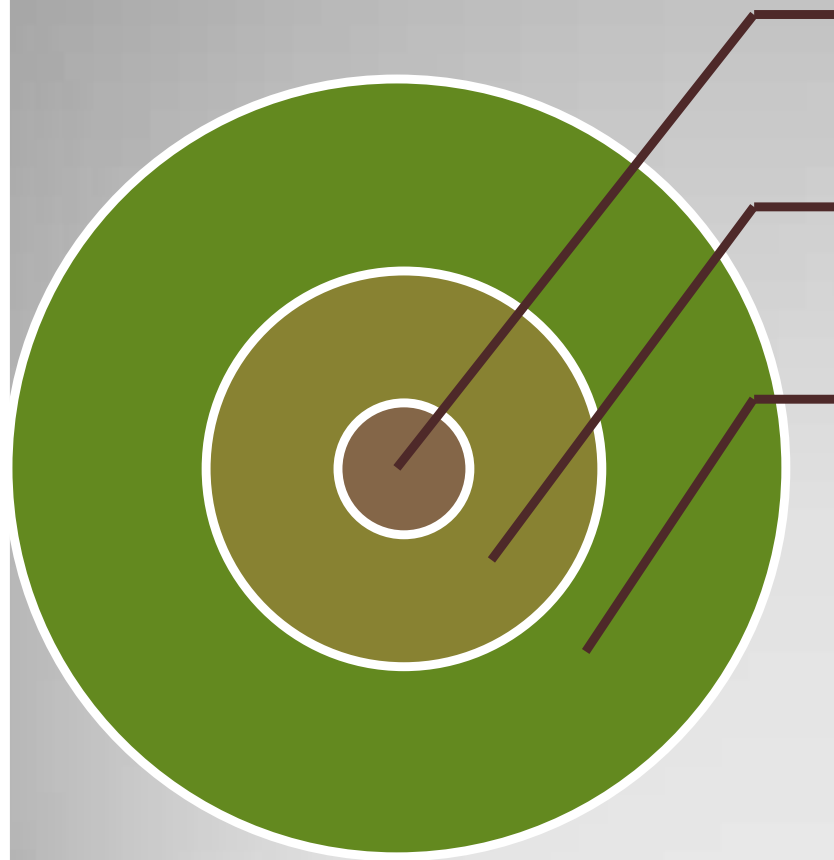
Hunger in America: Suffering We All Pay For

Hunger in America: Suffering We All Pay For was released in October 2011 and found Ohio's Hunger Bill to be \$6.97 billion dollars in 2010.⁶

Ohio's Hunger Bill (Amounts in billions of 2010 dollars)



Secondary Impacts



Not enough candy =
poor nutrition, hunger

Poor nutrition = reduced
cognitive ability, lower academic
performance among adolescent
elves

Reduced academic achievement
= lower worker productivity
among adult elves

Secondary Impacts: Case Study

Never assume that any legislator or legislative aide is familiar with all of the details of your proposed intervention– not even your champions.

- Is your “ask” a brand new one? If not, how does it compare to previous interventions?
- What justification is there for your specific ask? (i.e., how’d you come up with that dollar amount?)
- What do you need from them?

Your “Ask”



Ohio Hunger Factors Index

Economic Indicators Influencing Hunger, 2007-2011

	2007	2008	2009	2010	2011
Hunger Factors Index [†]	8.95	9.95	13.04	12.65	12.72
Median Income [*]	\$48,385	\$47,428	\$45,395	\$46,275	\$45,749
% Poverty	13.1%	13.4%	15.2%	15.8%	16.4%
% Unemployment	5.6%	6.5%	10.1%	10.0%	8.6%

Prepared by Driscoll & Fleeter, 2012. [†] Index combining Ohio's economic indicators (median income, poverty, and unemployment). An index value of zero would represent no poverty, no unemployment, and an Ohio median income equal to that of the 2007 national average. ^{*} Median income is adjusted for inflation.

The Ohio Association of Foodbanks requests \$34 million over the 2014-2015 biennial budget (\$17 million per year), less than one dollar per person, per month, served by Ohio's emergency food assistance network.

Your "Ask"

The Ohio Association of Foodbanks request in the 2014-2015 budget HB59:
An additional \$4.5 million per year in 2014 and 2015 in GRF to support emergency food assistance.



The Ohio Association of Foodbanks is requesting an additional \$4.5 million per year over the 2014-2015 biennial budget for a total of \$17 million per year (\$34 million over the 2014-2015 biennial budget). This request represents *less than one dollar per person, per month*, served by Ohio's emergency food assistance network.

This funding will support the continuation of funding to the Ohio Food Program and Agricultural Clearance Program to purchase food and grocery products to distribute through Ohio's 12 Feeding America foodbanks, serving all of Ohio's 88 counties. The funding supports the procurement of foods grown, raised, and produced by *Ohio farmers*.

Hunger is an *urgent problem*. Rising food and fuel costs, low household incomes, high poverty rates, unemployment, and an aging population have combined to create a *perfect storm* in Ohio.

The Ohio Food Program and Agricultural Clearance Program has been recognized for its return on investment and cost-efficiency. It provides the *most wholesome food* available to Ohioans visiting the emergency food assistance network.

Contact: Lisa Hamler-Fugitt, executive director | 614-221-4336 ext. 222 | 614-271-4803 (cell) | lisa@ohiofoodbanks.org

Your "Ask"

Feeding Ohio's Hungry

Continuation of Partnership with the State of Ohio FY 2014-15 Biennial Budget Request

For more than a decade, the Ohio Association of Foodbanks has successfully partnered with the State of Ohio to feed hungry Ohioans through the Ohio Food Program and Agricultural Clearance Program (OFFACP). There is no better example of a highly efficient, cost-effective public-private partnership in Ohio, which directs surplus and unmarketable agricultural products from more than 100 Ohio farmers and producers through the state's network of foodbanks and onto the tables of Ohio families, ensuring even our most vulnerable populations have a source of nutritious, Ohio-grown, -raised, and -produced food.

The Ohio Association of Foodbanks requests **\$34 million over the 2014-2015 biennial budget (\$17 million per year)** to support the continuation of this essential grant agreement for the purchase of food and grocery products, and distribution of this food through the 12 foodbanks, representing all of Ohio's 88 counties, to the more than 3,300 member agencies participating in the emergency food assistance program. **This request represents less than one dollar per person, per month, served by the emergency food assistance network.**

Operated by the Ohio Association of Foodbanks, the program has thrived within Ohio for 15 years with funding provided by the Ohio General Assembly and administration completed by the Ohio Department of Job and Family Services. The program prevents waste, reduces losses for farmers and growers, provides the most nutritious food in foodbank warehouses, and, most importantly, gets wholesome food to struggling Ohio families for pennies on the pound.

What We Do

In state fiscal year 2012, our member foodbanks distributed approximately 160 million pounds of food and grocery items throughout Ohio. Twenty-five percent of this food (more than 40.1 million pounds) was provided through the Ohio Food Program and Agricultural Clearance Program funding and funding from an additional Executive Order from Governor John R. Kasich.

Who the Funding Serves

More than one in five Ohioans (2.32 million) were served through the emergency food network in state fiscal year 2012. More than 316,300 of these Ohioans were seniors, 832,461 were children, and one out of three households surveyed had at least one adult who was working.

The statewide *Hunger in Ohio 2010* study conducted by Mathematica Policy, Inc. found that of those clients surveyed:

- 53% had to make the difficult choice between keeping the lights on and buying food;
- 43% had to make the difficult choice between putting gas in their car to get to work and buying food;

December 2012

Feeding Ohio's Hungry



- 43% had to make the difficult choice between buying food and keeping a roof over their head;
- 42% had to make the difficult choice between paying for medicine or medical care and buying food.

What Will Be Accomplished With the Funding

During SFY 2012, the \$12.5 million provided by the Ohio General Assembly allowed the Ohio Association of Foodbanks to purchase and distribute more than 30.9 million pounds of food, providing more than 25 million meals to families and individuals across Ohio. By increasing this funding, the Ohio Association of Foodbanks will be positioned to acquire more than 70 million pounds of highly nutritious protein items, shelf-stable foods, and fresh fruits and vegetables, representing more than 56 million meals for hungry Ohioans.

How the Funding Benefits ODJFS and the State of Ohio

The State of Ohio benefits from this partnership by claiming the value of privately donated and purchased food that is applied towards meeting the basic spending level required under section 409(a)(7) of the Social Security Act and for the purpose of meeting the State Temporary Assistance to Needy Families (TANF) Maintenance of Effort (MOE) requirements. In SFY 2011, the Ohio Association of Foodbanks provided more than \$47.1 million worth of in-kind, third-party MOE dollars back to the state.

By relieving hunger and providing some stability to struggling Ohio families, the State of Ohio will experience a reduction in expenditures for related programs, such as health care, child care, and other assistance programs. The investment will support the Ohio Food Program and Agricultural Clearance Program, improve educational outcomes for Ohio's children, reduce malnutrition among the elderly, and save the state millions in short- and long-term health care expenditures, increasing human capital and our ability to meet the challenge of a global economy.

December 2012

Feeding Ohio's Hungry



The Need for Stable, Ongoing Funding

Now is the time to continue funding that provides food to Ohio families. Challenging economic times have led to increases in demand for emergency food assistance and decreases in funding and contributions from a range of sources. Food is one of the most basic human needs and access to food must be ensured for all Ohioans.

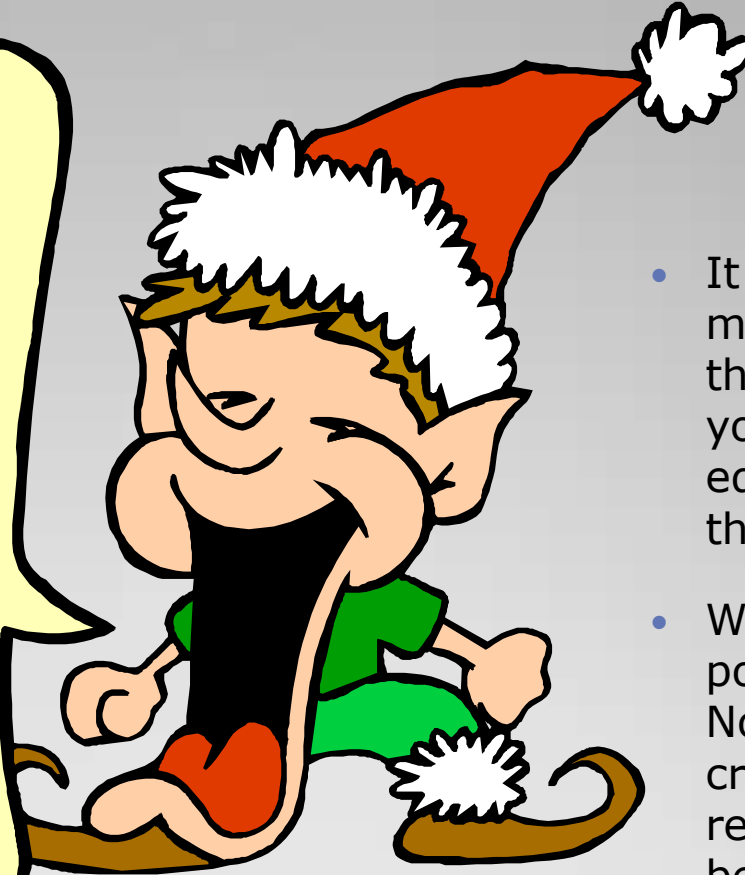
If Ohio does not address this critical need, evidence of the economic realities that face the hunger relief network are clear: foodbanks and charities may be forced to reduce their hours and days of operation while others will try to cut staff or salaries to make ends meet. Even more alarming, some may be forced to close their doors altogether because they cannot survive.

The most appalling consequence to unstable funding of these programs will be found in the households of Ohio's most vulnerable populations. Hunger, already on the rise in the state, will increase exponentially. There will be no means of feeding those who need it most. Those already in desperate situations will be left with nowhere to turn.

Expanding the state's investment in programs that have proven results benefits an increasing number of hungry Ohioans of all ages, provides indirect benefits to farmers and local communities, and is a fiscally responsible choice to be included in the 2014-2015 budget.

Your "Ask"

We are seeking your vote in support of North Pole Bill 42, which would provide a 50% matching reimbursement to school districts for providing universal free school candy



- It is difficult to make an ask at the same time you are educating about the need
- Whenever possible, use Nora's tips for creating relationships before coming to the "ask"

Your "Ask": Case Study

Your legislative champions have incredible demands on their time and attention—provide them with simple, useful tools to keep your issue and “ask” in the forefront

- Can you put useful information at their fingertips?
- Can you help them make the case?
- Can you even use a “trash and trinket” to keep them connected to your issue?

Tools for Champions

2013 Federal Poverty Level Guidelines

Based on Annual Household Income

	50%	100%	130%	133%	138%	185%	200%	300%	400%
1	\$5,745	\$11,490	\$14,937	\$15,282	\$15,856	\$21,257	\$22,980	\$34,470	\$45,960
2	\$7,755	\$15,510	\$20,163	\$20,628	\$21,404	\$28,694	\$31,020	\$46,530	\$62,040
3	\$9,765	\$19,530	\$25,389	\$25,975	\$26,951	\$36,131	\$39,060	\$58,590	\$78,120
4	\$11,775	\$23,550	\$30,615	\$31,322	\$32,499	\$43,568	\$47,100	\$70,650	\$94,200
5	\$13,785	\$27,570	\$35,841	\$36,668	\$38,047	\$51,005	\$55,140	\$82,710	\$110,280
6	\$15,795	\$31,590	\$41,067	\$42,015	\$43,594	\$58,442	\$63,180	\$94,770	\$126,360
7	\$17,805	\$35,610	\$46,293	\$47,361	\$49,142	\$65,879	\$71,220	\$106,830	\$142,440
8	\$19,815	\$39,630	\$51,519	\$52,708	\$54,689	\$73,316	\$79,260	\$118,890	\$158,520

Household Size (for each additional person, add \$4,020 at 100%)

U.S. Dept. of Health & Human Services, effective Jan. 24, 2013

Tools for Champions

**I am at
the table.**

Proud supporter of
the Ohio Association
of Foodbanks

**I support Ohio's
foodbanks!**

DONATE. ADVOCATE. VOLUNTEER.

ohiofoodbanks.org
1-800-648-1176



Tools for Champions

- You've thrown a lot of information at your legislative champion(s)
- Give them a document that summarizes the most important points and that's easy to get to and reference again and again



Tools for Champions: Case Study

It's important that you demonstrate what has been achieved, either through current interventions or studies/pilots of proposed interventions.

- What were the outcomes of past interventions (if applicable)?
- Any studies/evaluations available?
- Proposing a new intervention? Do whatever you can to demonstrate that it's evidence-based

Positive Outcomes

Ohio Food Program

Providing protein items and important shelf-stable foods to keep Ohio's foodbank warehouses stocked

10,841,498
pounds distributed



Thirty-four commodities, including:

Applesauce - Baking Mix (Muffin/Pancake) - Beans (Canned) - Beef Ravioli - Beef/Vegetable Beef Stew - Carrots (Canned) - Cereal - Chicken - Chili w/ Meat & Beans - Corn - Dinner, Boxed - Eggs - Fruit Cocktail - Grape Jelly - Green Beans (Canned) - Ham (Canned) - Macaroni & Cheese - Pasta Products - Peaches (Canned) - Peanut Butter - Pears (Canned) - Peas (Canned) - Pork & Beans - Potatoes (Instant) - Rice - Soup - Spaghetti Sauce - Tomatoes (Diced) - Tuna - Turkey Sausage - Vegetables (Mixed)



Average cost per pound for wholesome, protein-packed foods:

\$0.67

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Ohio Agricultural Clearance Program

Directing surplus fruits and vegetables from Ohio farmers, growers, and producers to hungry people

31,846,517
pounds distributed



Forty-three commodities from more than **one hundred** farmers, including:

Apples - Beans - Beets - Blackberries - Blueberries - Broccoli - Cabbage - Cantaloupe - Carrots - Cauliflower - Celery - Herbs - Cucumbers - Eggplant - Eggs - Fall Squash - Grapes - Green Onions - Greens - Honeydew - Lettuce - Nectarines - Okra - Onions - Parsnips - Peaches - Pears - Peppers - Plums - Potatoes - Quinoa - Radishes - Rhubarb - Rutabaga - Strawberries - Sweet Corn - Sweet Potato - Tomatillo - Tomatoes - Turnips - Watermelons - Yellow Squash - Zucchini



Average cost per pound for fresh, Ohio-grown produce items:

\$0.23

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5 facts about State Funding for the Ohio Association of Foodbanks

Ohio's emergency food assistance network, led by the Ohio Association of Foodbanks, includes **12** Feeding America foodbanks and more than **3,300** member agencies. The facts about state foodbank funding:

1. More than 1 in 5 Ohioans (2.32 million) were served in SFY 2012.

1 in 5

Of these approximately:

- 14% were seniors
- 36% were children
- One out of three households surveyed had at least one adult who was working*



2 →

2. Two programs receive state funding - the Ohio Food Program and Ohio Agricultural Clearance Program (OFPACP).

3. In SFY 2012, Ohio Association of Foodbanks members distributed 164,368,146 pounds of food and grocery items.

164,368,146
POUNDS

26%

4. About 26 percent of this food comes from OFPACP, which is vital to keeping foodbank shelves stocked and provides the most wholesome, healthy foods. Maximizing funding = demonstrated return on State's investment.



5. \$34 million - The Ohio Association of Foodbanks is requesting \$34 million over the 2014-2015 biennial budget (\$17 million per year) to continue our grant agreement.

* MATHEMATICA, Hunger In Ohio 2010.

For more information, visit www.OhioFoodbanks.org.



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Positive Outcomes

Mobile Farmers Market Distributions

An additional Executive Order signed by Governor Kasich provided funding to purchase fresh fruits and vegetables and protein items to distribute to the families of children participating in the Summer Weekend Meals Program.

The investment of \$500,000 in this special initiative allowed the Ohio Association of Foodbanks to distribute 1,330,658 pounds of nutritious food (or more than 1.1 million meals) at an average cost per pound of \$0.3732. The food was provided to families through mobile farmers market distributions, held by 11 sponsors in 13 counties.

Some of the most popular items distributed included peanut butter, sweet corn, peppers, watermelon, cucumbers, cheese, bananas, oranges, apples, and cabbage.



Positive Outcomes

- Demonstrating positive outcomes can be done through a number of mediums
 - You're probably tracking a lot of the data you need already!
(test scores of elfin children)
 - You can evaluate with a representative group, even if you have few resources
(send surveys home to elf parents with children in pilot school)



Positive Outcomes: Case Study

If possible, it's great to get success stories or testimonies of gratitude in front of legislators to provide examples (beyond the data) of the justification for your "ask."

- Grateful recipients are usually more willing than you'd think to share their story
- Testimony from community leaders, people in the public eye, etc. is a huge bonus
- Also a good way to thank champions

Success Stories



OHIO
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FOODBANKS

This is Lola.

Thanks to Governor Kasich, the Governor's Office of Faith-Based and Community Initiatives, and five sponsors, Lola and about 1,700 at-risk children just like her received boxes of kid-friendly meals each week during the summer when they were out of school and didn't have access to a summer food program.

You made a difference.

Success Stories

Innovative Meal Delivery Program

For the first time, the Ohio Association of Foodbanks received funding through an Executive Order to support the piloting of innovative meal delivery programs for children.

This \$500,000 allowed participating sponsors to deliver meals to children who would otherwise not be able to get to a summer meal site. The program targeted children in highly rural areas of southern Ohio with transportation and access barriers. The children served live in some of the most remote parts of the state and were identified as at-risk and underserved.

Five sponsors provided 11 kid-friendly, shelf-stable meals to about 1,700 at-risk children each week. In total, they distributed 189,145 meals (18,914 each week). They delivered the meals through community drop-off locations and through home delivery in Gallia, Jackson, Meigs, Pike, Scioto, and Vinton Counties.

"The kids are antsy, they're waiting for me when I pull up. This gets to the kids who need it most— the kids that don't get out, the kids that don't have transportation. Some parents told me their kids wouldn't have lunch without this program."

Lori, meal delivery driver

"We're not usually in a bad position. I'm not usually one of the people that need help, but when I needed it, it was there."

Tiffany, mother of participants



Success Stories

**Joe Baca, Former U.S.
Congressman**



"Today, I'm a Congressman, but as a young Veteran, food stamps helped me feed my family."

Ruth Riley, WNBA Player



"Today I play pro basketball, but as a kid, food stamps gave me the energy I needed to play ball and study."

Sandra Lee, Celebrity Chef



"Today, I have a cooking show, but as a kid, my brothers and sisters and I needed food stamps to survive."

Success Stories



Locate your champions
and your success stories,
and keep in touch!

"I know how hard it would be to get my job done without the cookies left for me, and I'm a grown up. The universal school candy program we piloted in North Pole District 2 has been so successful, we've noticed a 10% increase in academic performance after just one year! Elf parents are constantly writing me letters praising the program."

- *Santa Claus*

Success Stories: Case Study

Just as your issue/need had related impacts, your intervention may have secondary positive outcomes beyond your primary focus. What other outcomes is this intervention having on constituents?

- What appeals to your specific audience? Do your research!
- Find common ground
- Use these related arguments to set your “ask” apart from the others

Secondary Outcomes

Table 3: SFY 2012 Economic Impact of the Ohio Agricultural Clearance Program

Agricultural Clearance Program	Direct Economic Impact	Indirect Economic Impact	Total Economic Impact
Food Purchases			
Value of Output	\$5.3 Million	\$4.5 Million	\$9.8 Million
Income			\$2.1 Million
Employment			106 Jobs
Transportation, Storage & Administration			
Value of Output	\$0.9 million	\$1.2 million	\$2.1 million
Income			\$0.7 million
Employment			16 Jobs
Agricultural Clearance Program Total			
Value of Output	\$6.25 million	\$5.7 million	\$11.9 million
Income			\$2.8 million
Employment			122 Jobs

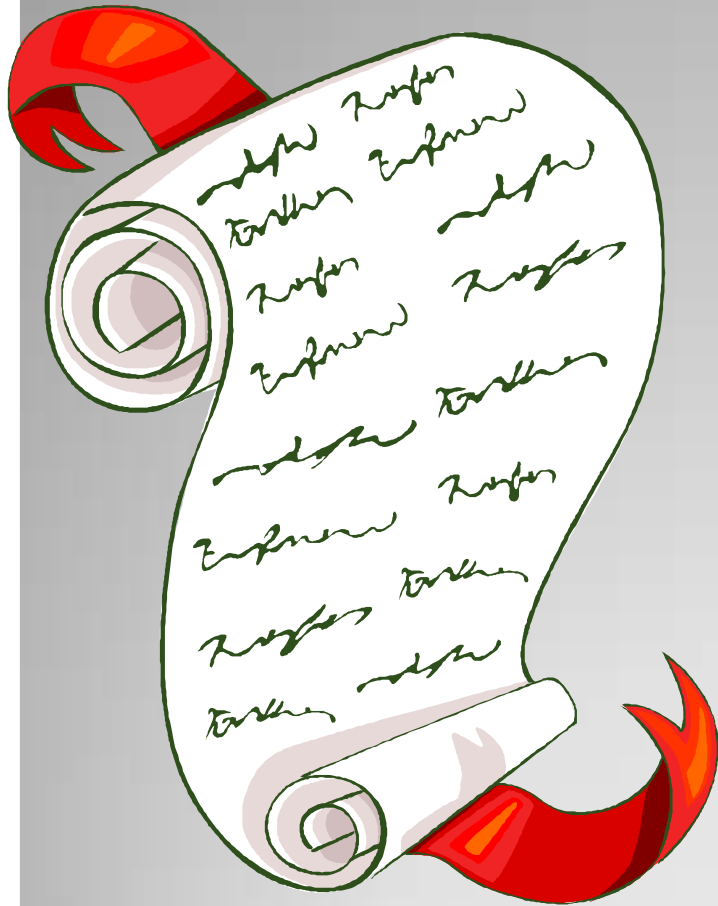
Secondary Outcomes

"Harvesting, packing and transporting the excess produce for the foodbanks resulted in additional hours for our seasonal employees at approximately 3,500 hours at an average wage of \$11.25 per hour or \$39,375.00 additional wages this past season." Michael Farms

"If we did not have the program: 1. Workers would not have as many hours. 2. Some produce would have to be thrown away making the workers feel bad because they took effort to pick properly the produce only to see it thrown away. Additionally I use Ohio made bags, Ohio produced boxes, so more Ohio dollars are spent right here in Ohio." Furhmann Orchards

"Besides the additional work for our employees, these employees are paying additional state and local taxes, our company is paying additional income taxes and our corporate ownership benefits. Wages, in turn, are spent in our community, improving our local economy. We do very much appreciate the attitude that encourages in state purchasing (Ohio vendors) for program needs." The Beckman and Gast Company, Inc.

Secondary Outcomes



Measuring outcomes, especially secondary ones, can be difficult. But be creative! Even anecdotal evidence is compelling.

Whether you're able to demonstrate improved behavior among elves in schools with universal candy, or you're able to get a quote from a teacher who has noticed a reduction in disciplinary issues, share that information! And think about what outcomes in which your target legislator would be interested.

Secondary Outcomes: Case Study

Resources

Ohio - AmeriCorps VISTA
Supervisor Conference

Prohibited Activities

Corporation for
NATIONAL & COMMUNITY
SERVICE

AMERICORPS
VISTA

List of Participants

Full Screen Mode

Ask Questions

Participants

Kara [red]

Tyra Martin [red]

Chat

Send to: Tyra Ma... (Select & Preset)

Send

**Questions and Answers – Use Chat
Feature on Right Side of Screen**

- All session content will be available on the VISTA campus page after the conference.
- Additional Questions can be posed on the forums on the conference page. Check back often for responses.
- Thank you for participating in the first annual VISTA Supervisor Conference

Reminders